Health advertisment through satellites

*112. SHRI RAM JETHMALANI:
SHRI RAJ MOHINDER SINGH MAJITHA:

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether it is a fact that in order to give advertisements about the National Rural Health Mission, satellite channels have been selected by Government;

(b) if so, the details in this regard;

(c) whether Government have allocated any amount for the said purpose; and

(d) if so, the amount allocated, so far, and the amount released therefrom?

THE MINISTER OF HEALTH AND FAMILY WELFARE (DR. ANBUMANI RAMADOSS): (a) to (d) In order to disseminate public health messages, the Ministry of Health and Family Welfare used a multimedia strategy in 2005-06. These public health messages on burning issues like Immunization, Breast Feeding, Use of Iodized Salt, Maternal Care and Institutional delivery, PNDT-related issues, Save The Girl Child, Age at Marriage, Breast/Oral cancer, Blindness Control and Nutrition for pregnant women have been woven around the common National Rural Health Mission themes.

To propagate these messages, not only satellite channels used, but a range of multi-media tools have been utilized. These include audio spots and programmes through All India Raio, video spots through Doordarshan (Prasar Bharati), out door publicity through Directorate of Audio Visual Publicity (DAVP), inter-personal communication programmes through Song & Drama Division and Directorate of Field Publicity, press advertisements through DAVP and innovative IEC strategies such as the use of Meghdoot Post Cards to propagate health messages and dissemination of health messages on all official stationery.

As far as satellite channels are concerned, the Ministry had earmarked an amount of Rs. 20.00 crore for this purpose during the current financial

year. Out of this allocated amount, an amount of Rs. 19.19 crore has been released for this purpose to DAVP.

As per the Ministry of I&B letter No. 1/52/2000-MUC dated 28.01.2003, DAVP. is the official authorized agency for placing video spots in satellite channels on behalf of all Government Ministries/Departments. Accordingly, the DAVP outlined a media plan for the Ministry of Health & Family Welfare for placing spots in the satellite channels.

Fruit production in Himachal Pradesh

† *113. SHRI KRIPAL PARMAR: Will the Minister of AGRICULTURE be pleased to state:

(a) whether any assessment has been made regarding fruit production in the entire country;

(b) if so, the details thereof;

(c) whether it is a fact that there is plenty of production of apple, khubani, peach, plum, almond, grapes and chilgoja in the upper region and mango, lemon, galgal (kind of lemon) pear, etc. in lower region of Himachal Pradesh;

(d) if so, the details thereof;

(e) whether it is also a fact that food processsing industries are insufficient in comparison to fruit production;

(f) if so, the reasons therefor; and

(g) the steps taken by Goverment to promote food processing industries in the State?

THE MINISTER OF AGRICULTURE (SHRI SHARAD PAWAR): (a) to (g) The Total fruit production of the country is estimated at 49.282 million metric tomes while Himachal Pradesh produces around 6.92 lakh metric tonnes of fruits, of which apple production is 5.27 lakh metric tonnes. The State is having 83 fruit processing units with a capacity to process 80,500 metric tonnes. Details of crop-wise fruit production in India and Himachal Pradesh and List of food processing units in Himachal Pradesh are given in the enclosed Statement I and II (See below).

† Original notice of the question was received in Hindi.